

# Home Furnishings Calendar 1951

## JANUARY

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# HOME FURNISHINGS CALENDAR

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 \* KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food;  
 \* G - Gardens; HF - Home Furnishings; M - Miscellaneous.  
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Aug. 24- Sept. 8	M. CANADIAN NATIONAL EXHIBITION, EXHIBITION PARK, TORONTO, CANADA. CONTACT: ROBERT J. DIXON, ELWOOD HUGHES, EXHIBITION PARK, TORONTO, CAN.		
Aug. 25- Aug. 30	HF. CLEVELAND GIFT SHOW, CLEVELAND, OHIO. CONTACT: JOHN HAMMER, KNOX, PENNSYLVANIA.		
Aug. 25- Sept. 9	M. ST. ERIK'S INTERNATIONAL FAIR, STOCKHOLM, SWEDEN. CONTACT: A/B ST. ERIK'S INTERNATIONAL FAIR, STOCKHOLM 26, SWEDEN.		
Aug. 26- Aug. 29	HF. OHIO STATE GIFT SHOW, DESHLER WALLICK, COLUMBUS, OHIO. CONTACT: WALTER E. OFFINGER, MGR., 15-117 MERCHANDISE MART, CHICAGO, ILL.		

## WEEK BEGINNING MONDAY, AUGUST 27, 1951

Monday Aug. 27- Aug. 28	VENETIAN BLIND CONFERENCE HUNTER DOUGLAS CORP. ASHEVILLE, N. C. HF. A comprehensive conference of venetian blind manufacturers in the southeastern area is scheduled on these dates. Twenty-two manufacturers have been invited from seven southeastern states. The conference is primarily aimed at introducing to the southeast the company's new, all Flexalum blind. Plans for the sessions include the presentation of new merchandising concepts. In addition to executives of the company, guest speakers will also address the meetings including Charles McCauley, noted architect from Birmingham, Dr. Robert R. Cadmus, director of the University of North Carolina Hospital and L. I. Kennedy, administrative asst. to the mgr. of Store for Homes, Rich's. Contact: Francis S. Dammers, district manager, Hunter Douglas Corp., Atlanta, Georgia.
Aug. 28- Sept. 8	HF. NATIONAL RADIO EXHIBITION, EARLS COURT, LONDON S.W. 5, ENGLAND. CONTACT: RADIO INDUSTRY COUNCIL, 59 RUSSELL SQUARE, LONDON W.C.1, ENGLAND.
Aug. 29 7:00 P.M.	HF. SPECIAL MEETING UPHOLSTERED FURN. MFRS. ASSN., McALPIN HOTEL, N.Y.C. CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.
Aug. 30	HF. EXHIBIT CERAMICS, WEAVING, CAL. STATE FAIR, SACRAMENTO, CAL. TO 9/5.
Friday Aug. 31	DIRECT MAIL CONTEST DIRECT MAIL ADV. ASSN. 17 EAST 42ND STREET AP. Entries for the 1951 Best of Industry Direct Mail Contest close on this date. The complete instruction sheet will be mailed at once to anyone interested. Address Direct Mail Advertising Association, 17 East 42nd Street, New York 17, N. Y.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Aug. 31- Sept. 9	M. QUEBEC PROVINCIAL EXPOSITION, EXPOSITION PARK, QUEBEC CITY, CANADA. CONTACT: EMERY BOUCHER, DIRECTOR COLISEUM, EXPOSITION PARK, QUEBEC, CANADA.		
Saturday Sept. 1- Sept. 30	BETTER BREAKFAST MONTH CEREAL INSTITUTE, INC. COUNTRYWIDE F. The month of September, when children start back to school, has been designated as "Better Breakfast Month" with the aim of promoting the sale of breakfast cereals and of persuading the American people to start their day with an adequate and well-balanced meal. Contact: Toni DeLay, Cereal Institute, Inc., 135 South La Salle Street, Chicago 3, Illinois.		
Sept. 2- Sept. 5	F. HOUSTON FOOD FAIR, SHAMROCK HOTEL, HOUSTON, TEXAS. CONTACT: TOM CLOUD, 2621 TRAVIS STREET, HOUSTON, TEXAS.		
Sept. 2- Sept. 5	HF. FALL CHINA & GIFT SHOW, STATLER HOTEL, ST. LOUIS, MISSOURI. CONTACT: G. L. WENNERSTROM, 2205 GRAND AVENUE, KANSAS CITY, MISSOURI.		
Sept. 2- Sept. 6	M. FRANKFURT INTERNATIONAL TRADE FAIR, FRANKFURT, GERMANY. CONTACT: SECRETARY, MESSE-AMT-FRANKFURT-AM-MAIN, GERMANY.		
Sept. 2- Sept. 7	HF. DALLAS GIFT SHOW, BAKER HOTEL, DALLAS, TEXAS. CONTACT: FRED SANDS, 3108 SO. JOPLIN ST., TULSA, OKLAHOMA.		
Sept. 2- Sept. 7	HF. ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS. CONTACT: MRS. MILDRED DALTON, 712 S. OLIVE STREET, LOS ANGELES 14, CAL.		

WEEK BEGINNING MONDAY, SEPTEMBER 3, 1951

Sept. 3	LABOR DAY (MONDAY).		
Sept. 3- Sept. 6	HF. YORK ANTIQUES SHOW, Y.M.C.A., YORK, PENNSYLVANIA. CONTACT: MABEL I. RENNER, 483 WEST MARKET STREET, YORK, PENNSYLVANIA.		
Sept. 3- Sept. 7	HF. BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASSACHUSETTS. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVE., N.Y.C., MU.9-7147.		
Sept. 4- Sept. 8	HF. DETROIT GIFT SHOW, HOTELS BOOK CADILLAC AND STATLER, DETROIT, MICH. CONTACT: WALTER E. OFFINGER, 15-117 MERCHANDISE MART, CHICAGO 54, ILL.		
Wednesday Sept. 5- Nov. 1 9:30 A.M.- 4:30 P.M.	MODERN PAINTERS EXHIBIT LEHIGH FURNITURE CORP. 16 EAST 53RD STREET M. The company is presenting the work of Jimmy Ernst, important American painter, at its showrooms. This is one in a series of one-man exhibits by outstanding modern painters made possible through the cooperation of the Sidney Janis, Grace Borgenicht and other galleries. Contact: Gladys Litt, SA. 2-2873.		
Thursday Sept. 6 10:00 A.M.- 5:00 P.M.	PRESS PREVIEW MACEY-FOWLER, INC. 305 EAST 63RD STREET HF. This concern, which manufactures office furniture, will hold a press party to celebrate the opening of their new offices and showrooms. A feature of the new showrooms is a group of model rooms which are office replicas in both modern and traditional decor as well as a blending of both. Open House to follow the preview will continue daily through September 19. Contact: B. T. Givaudan, Jr., Givaudan Advertising, Inc., MU. 9-6597.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 6 All Day	PRESS PREVIEW OF MODEL APARTMENT <u>HF.</u> (Please note this is a change of date from last announcement.) The press is invited to an all-day open house preview of a model apartment decorated by Clara Dudley, color consultant of Alexander Smith. The apartment is in the Hartsdale Building of Bryant Gardens, a new building project by Minskoff & Sons. Contact: Emily Purcell, MU. 9-1300.	ALEXANDER SMITH, INC.	BRYANT GARDENS WHITE PLAINS, N.Y.
Thursday Sept. 6 5:00 P.M.- 7:00 P.M.	PRESS COCKTAIL PARTY <u>HF.</u> A party for the press, by invitation only, will be held to mark the opening of Saks' new Gift Shop at the address above. Publicity: Faith Willcox, MU. 6-0592.	SAKS FIFTH AVENUE	14 EAST 50TH STREET
Thursday Sept. 6- Sept. 7	REGISTRATION PERIOD <u>HF.</u> Candidates for admission to this school must complete admission formalities on these days. The course consists of two semesters of seventeen weeks each. Tuition for the year is \$500. Applications for admission should be made as early as possible. Address: Registrar, Parsons School of Design, 136 East 57th Street, New York 22, N. Y.	PARSONS SCHOOL OF DESIGN	136 EAST 57TH ST.
Sept. 8- Sept. 23	<u>M.</u> INTERNATIONAL INDUSTRIES FAIR, PALAIS DES EXPOSITIONS, GHENT, BELGIUM. CONTACT: G.E. ORLEY, AM. MERCHANDISE MART, 411 FINANCE BLDG., PHILA.2, PA.		
Sept. 8- Sept. 23	<u>M.</u> LAUSANNE TRADE FAIR, LAUSANNE, SWITZERLAND. CONTACT: COMPTOIR SUISSE, PLACE DE LA REPONNE 5, LAUSANNE, SWITZERLAND.		
Sunday Sept. 9	MRS. AMERICA CONTEST <u>HF:F.</u> On this date 13th annual selection of Mrs. America will take place. Finalists will be judged 50% on beauty and 50% on homemaking ability including cooking, sewing, crocheting. Contestants must submit samples of sewing or crocheting in contest sponsored by The Spool Cotton Company; demonstrate the use of Simmons Hide-A-Bed in a Bedmaking contest sponsored by Simmons Company. Sept. 10-15 the winner will distribute her prize winning recipes and demonstrate homemaking hints at the Reading Fair, Fairgrounds, Reading, Pa; Sept. 18-20 she will appear in Domestic Arts Bldg., to present blue ribbon awards in needlecraft and culinary divisions; Sept. 23-29, in Women's Bldgs., at New Jersey State Fair, Fairgrounds, Trenton, N.J., Oct. 2-7 at the New England Foods Exposition, Boston Garden, Boston, Mass. Contact: Sylvia Greene, WI. 7-9715.	MRS. AMERICA, INC.	ASEBURY PARK, N. J.
Sunday Sept. 9- Sept. 15	16TH ANNUAL NEW HAVEN BETTER HOMES SHOW <u>B:HF.</u> Sponsored by the New Haven Register, the 16th Annual New Haven Better Homes Show will feature this year a 6-room ranch style house with 1265 square feet of floor space exclusive of laundry room and garage. The house will be built on the Arena floor. Plans call for it to cost approximately \$18,600. Publicity: Milton Cottler, 220 Park Street, New Haven, Connecticut.	NEW HAVEN REGISTER NEW HAVEN, CONN.	NEW HAVEN ARENA NEW HAVEN, CONN.
Sept. 9- Sept. 16	<u>HF:B.</u> NATIONAL HOME WEEK. SPONSOR: NATL. ASSN. OF HOME BUILDERS, 1028 CONNECTICUT AVE., WASH. 6, D.C.		
Sept. 9- Sept. 16	<u>M.</u> VIENNA AUTUMN FAIR, VIENNA, AUSTRIA. CONTACT: AUSTRIAN TRADE DELEGATE, 25 BROAD STREET, NEW YORK 4, N. Y.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Sept. 9- Sept. 16	GRAND RAPIDS FASHION TIME <u>HF.</u> This association has decided to observe Home Fashion Time during this period to coincide with National Home Week, instead of from Sept. 20-29 when it is being observed by the rest of the country. Builders in the area will hold open house in new homes during the week. Contact: Millary Irwin, Grand Rapids Retail Furniture Dealers Association, Grand Rapids, Michigan.	GRAND RAPIDS RETAIL FURNITURE DEALERS ASSN.	GRAND RAPIDS MICHIGAN
Sept. 9- Sept. 18	<u>M.</u> COLOGNE TRADE FAIR, COLOGNE, GERMANY. CONTACT: U.S. GERMAN CHAMBER OF COMMERCE, 11 BROADWAY, NEW YORK 4, N. Y.		

### ADVANCE DATES AND NOTICES

Sept. 10- Sept. 15	<u>HF.</u> FALL 1951 BOSTON FURNITURE SHOW, MECHANICS BLDG., BOSTON, MASS. CONTACT: M. C. O'BRIEN, 90 CANAL STREET, BOSTON, MASSACHUSETTS.		
Tuesday Sept. 11- Sept. 12 2:00 P.M.- 4:00 P.M.	<u>PUBLIC FORUM</u> <u>HF.</u> A two day public forum at 980 Madison Avenue will feature illustrated talks on decorations by well-known decorators and designers. Tickets for the two sessions are \$4; single tickets, \$2.50. Open to public, the trade and all decorators. Contact: Miss Helen Hutchins, Exec. Secty., 211 East 49th Street, EL. 5-3534.	AMERICAN INST. OF DEC.	PARKE-BERNET GALLERY
Sept. 11- Sept. 14	<u>HF.</u> TORONTO GIFT SHOW, KING EDWARD HOTEL, TORONTO, ONT., CANADA. CONTACT: H. W. YOUNG, 9 DUKE STREET, TORONTO, ONT., CANADA.		
Sept. 11- Sept. 20	<u>M.</u> INTERNATIONAL TRADE FAIR, UTRECHT, HOLLAND. CONTACT: L. SMILDE, 41 EAST 42ND STREET, ROOM 721, NEW YORK 17, N.Y.		
Sept. 11- Sept. 20	<u>M.</u> ROYAL NETHERLANDS INDUSTRIES FAIR, UTRECHT, HOLLAND. CONTACT: W. FRIEDHOFF, NETHERLANDS CHAMBER OF COMMERCE, 117 PARK ST., LONDON W.1, ENGLAND.		
Wednesday Sept. 12- Sept. 20	<u>STORE OPERATIONS</u> <u>CONFERENCES</u> <u>M.</u> A series of store operations conferences to be presented by the Amos Parrish Organization has been announced by the Carpet Institute, Inc. Dates are: Sept. 12 - Hotel Commodore, N.Y.C., Sept. 13, Merchandise Mart, Chicago, Ill. Sept. 18, Merchandise Mart, San Francisco, Cal.; Sept. 20, Ambassador Hotel, Los Angeles, Cal.; Sept. 25, Rice Hotel, Houston, Tex.; Sept. 27, Biltmore Hotel, Atlanta, Ga. The St. Louis conference has been cancelled. All conferences will be held at 2 P.M. Publicity: Melva Chesrown, EL. 5-7651.	AMOS PARRISH ORGANIZATION	NEW YORK, CHICAGO, ST. LOUIS, S.F., L.A.
Sept. 12- Sept. 25	<u>F.</u> INTERNATL. CANNED & PRESERVED FOODS EXHIBITION, PARMA, ITALY. CONTACT: ITAL. CHAMBER OF COMMERCE, 652 GRAND BLDGS., LONDON W.C.2, ENG.		
Thursday Sept. 13 2:00 P.M.	<u>AUCTION</u> <u>HF.</u> An auction of unusual pieces of furniture and decorative accessories will be held by the New York Chapter of the AID on this date at 980 Madison Avenue. The items may be previewed on September 10, 11, and 12. Open to the public. Contact: Miss Helen Hutchins, Exec. Secty, EL. 5-3534.	AMERICAN INST. OF DEC.	PARKE-BERNET GALLERY



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 13 11:00 A.M.; 2:00 P.M.; 4:00 P.M.	PRESS PARTY AND FILM SHOWING <u>HF.</u> The American Premiere of the showing of a documentary film entitled, "The Doctor Ordered Clay" will be held on Sept. 13 at these hours. The film portrays the history of Royal Worcester Porcelain from the day of its founding in 1751 to the present time. The showing will be held in conjunction with an exhibit of old and new Worcester to commemorate the Bicentenary of the firm. A collation will be served. Contact: Raymond Zrike, MU. 2-2535.	WORCESTER ROYAL PORCELAIN CO., INC.	234 EAST 46TH ST. SHOWROOMS
Friday Sept. 14 9:00 A.M.- 11:00 A.M.	BREAKFAST PREVIEW <u>HF.</u> A new group of decorative fabrics and coordinated wallpapers designed by William Pahlmann will be shown at this time. The event marks the 10th anniversary of the opening of these showrooms, reserved exclusively for the trade. Breakfast hosts will include Rene Carrillo, Henry Rose, Jr., Creighton Keating, Harry Paulsen and William N. Lee. Publicity: Philip Schuyler, Ruth Maybank, MU. 3-7950.	F. SCHUMACHER & CO.	535 MADISON AVENUE
Sept. 15- Oct. 1	<u>M.</u> MARSEILLE INTERNATIONAL TRADE FAIR, MARSEILLE, FRANCE. CONTACT: EMILE GARDEN, 15 MOORE ST., NEW YORK 4, N. Y.		
Sept. 16- Sept. 19	<u>HF.</u> DENVER GIFT & JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: MRS. MILDRED M. DALTON, 3832 WILSHIRE BLVD., LOS ANGELES 5, CAL.		
Sept. 16- Sept. 19	<u>HF.</u> FALL CHINA & GIFT SHOW, HOTEL MUEHLEBACH, KANSAS CITY, MISSOURI. CONTACT: G.L. WENNERSTROM, 2205 GRAND AVENUE, KANSAS CITY, MISSOURI.		
Sept. 16- Oct. 3	<u>M.</u> INTERNATIONAL FAIR, THESSALY, SALONIKA. CONTACT: FOIRE INTERNATIONAL DE THESSALONIKI, SALONIKA.		
Sept. 16- Sept. 20	<u>HF.</u> PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILADELPHIA, PA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Sept. 16- Sept. 22	<u>HF.</u> INDUSTRIAL ARTS SHOW, EASTERN STATES EXPOSITION, WEST SPRINGFIELD. CONTACT: C. A. NASH, 1305 MEMORIAL AVENUE, WEST SPRINGFIELD, MASS.		
Sunday Sept. 16- Oct. 7	CHICAGOLAND HOME AND HOME FURNISHINGS FESTIVAL <u>B:HF.</u> Approximately 80 new homes, many of them furnished for the event by Chicago and suburban retailers, will be exhibited throughout the Festival. On Sept. 16 a special supplement of the Sunday Tribune will be devoted to news and advertising coverage of home building, home furnishings and home appliances. The houses will be open from 12 M. to 8 P.M. on Saturdays and Sundays, and from 2 to 8 P.M. Mondays through Fridays. Contact: Information Div., Adv. Dept., Chicago Tribune, Chicago, Illinois	HOME & HOME FURN. COUNCIL CHICAGO CHICAGO TRIBUNE	ILLINOIS
Monday Sept. 17 9:30 A.M.- 12:00 M.	WALLPAPER PREVIEW <u>HF.</u> A buffet breakfast will be held to introduce new wallpapers to the press on this date in the Baroque Room. By invitation only. Contact: Catherine Blondin Associates, 280 Madison Avenue, MU. 9-7360.	THE BIRGE COMPANY	BELMONT PLAZA



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 17	HOME FURNISHINGS SPEED READING SEMINAR <u>HF.</u> On this date a special seminar will start for people in home furnishings. The course is designed to teach better reading habits to business executives in order to increase reading speed, comprehension and retention. Sessions are two hours each, one evening per week for ten weeks. Groups are limited to ten adults. Tuition is \$65.00. Applications now being accepted. Contact: Jack Yourman, Dir., TR. 3-7056.	SPEED READING INSTITUTE	8 WEST 86TH STREET NEW YORK
Wednesday Sept. 19- Nov. 21 7:00 P.M.- 9:00 P.M.	SALES TRAINING COURSE <u>HF.</u> A series of ten weekly lectures, open to retail or wholesale salespersons in the Chicago area and limited to 120, will feature talks by outstanding leaders in the floor covering field. Tuition, \$25 for members of the association; \$35 for non-members. Contact for applications: Chicago Floor Covering Assn., Room 13-159, Merchandise Mart, Chicago 54, Illinois.	CHICAGO FLOOR COV. ASSN.	MERCHANDISE MART
Wednesday Sept. 19- Oct. 6	NEW LAMP DESIGNS <u>HF.</u> An exhibition of "Format Lamps," a group of new designs by Eva Stein-Rappaport will be shown on these dates. Daily showings from 1 P.M. to 9 P.M. Contact: Michael Lazarus, WA. 4-9220.	THE WILLOW	184 WEST 4TH STREET
Sept. 20-29	<u>HF.</u> HOME FASHION TIME, COUNTRYWIDE.		
Thursday Sept. 20- Sept. 29	HOME FASHION TIME <u>HF.</u> Several committees of members of this organization have been formed to help promote Home Fashion Time. Esther Parsons, Quantacolor Co. is chairman of the Home Fashion Time Committee. Members working on individual projects are: Louise Nickerson, Simmons Co., program committee; Dorothy Harrower, Dorothy Harrower Assoc., co-chairman of Home Fashion Time Committee and chairman of museum participation; Tamora G. Noyes, Mel Adams & Assoc., chairman of retail committee; Lillian Weiss, chairman of manufacturers' participation; Charlotte Eaton Conway, House Beautiful, chairman of appliances committee; Senora Simmonds of Beatrice West, co-chairman of buying offices participation. The Home Fashions League offers its cooperation and assistance to editors planning special Home Fashions Time editions. This part of the promotion is under the direction of Jane Floyd Buck, Carl Byoir & Assoc., chairman of the publicity committee. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE, INC.	141 EAST 44TH ST.
Thursday Sept. 20- Sept. 30	HOME FURNISHINGS SHOW <u>HF.</u> For the third year this show will be held in Grand Central Palace, 480 Lexington Avenue, to coincide with Home Fashion Time, Sept. 20-29. The industrial designers' Institute has planned an important display slanted toward the consumer which will occupy space on the first floor. In addition a four-foot mural extending completely around the entire mezzanine railing will tell the story of the industrial designer's place in the life of the consumer. Another interesting exhibit will be the "51 Flower Festival for Paris", a duplicate display under glass of the official flowers of the 48 States, 2 Territories and the District of Columbia which are to be presented to the City of Paris at the same time by the New York Botanical Garden. Special hours for the trade only will be daily (except for Sept. 20) from 10 A.M. to 12 Noon. Publicity: Louise Sloane, MU. 6-0045.	NATL. HOME FURN. SHOW	GRAND CENTRAL PALACE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 20	BROCHURE ON H.F. TRENDS HF. Simon Manges & Sons, whose rugs and carpets are sold exclusively through decorators, has conducted a nation-wide survey of current tastes and trends in home fashions through the country's decorators. The results have been compiled into a brochure that will be available to the press and to decorators on Sept. 20. The questionnaire was sent to 6000 decorators and the returns add up to an interesting, sometimes surprising, and always informative report. Tabulated in percentages for the nation, the survey is further sub-divided into regions. Accuracy and service are its keynotes. Advance copies for the press are available through Carson-Ruff; copies for decorators through Simon Manges. Publicity: Carson-Ruff Assoc., 366 Madison Avenue, MU. 2-2055.	SIMON MANGES & SON	575 MADISON AVENUE
Sept. 22- Oct. 8	M. METZ FAIR AND EXPOSITION, METZ, FRANCE. CONTACT: FOIRE-EXPOSITION DE METZ, 1 AVE. DE L'AMPHITHEATRE, METZ, FRANCE.		
Sunday Sept. 23- Sept. 27	14TH ANNUAL NEW HAVEN ANTIQUES SHOW AND SALE HF. This annual show which this year will feature a display of \$600,000 of antiques will be held on these dates. Publicity: Milton Cottler, 220 Park Street, New Haven, Connecticut.	MILTON COTTLER 220 PARK STREET	NEW HAVEN, ARENA NEW HAVEN, CONN.
1:00 P.M.- 10:30 P.M.			
Sept. 23- Sept. 27	HF. WASHINGTON GIFT SHOW, HOTEL WILLARD, WASHINGTON, D. C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Sunday Sept. 23- Sept. 30	NATIONAL WINDOW WEEK HF. National Window Week has been scheduled to coincide with Home Fashion Time. During this week, stores, magazines, radio and TV stations and newspapers will all promote Window Wear. Publicity: Kimberly Jean Wiss, Steve Hannagan Assoc., 247 Park Avenue, PL. 5-2900.	STEVE HANNAGAN ASSOC.	COUNTRYWIDE
Sept. 24- Sept. 26	M. PERSONNEL CONFERENCE, AMA, WALDORF-ASTORIA, NEW YORK. CONTACT: J. O. RICE, 330 WEST 42ND STREET, NEW YORK 18, N. Y.		
Sept. 24- Sept. 26	M. ASSOCIATION OF NATL. ADVERTISERS INC., PLAZA HOTEL, NEW YORK. CONTACT: ALICE KENNEDY, C/O ANA, 285 MADISON AVENUE, NEW YORK 17, N. Y.		
Sept. 25- Sept. 30	B:HF. WESTCHESTER BETTER HOMES EXPOSITION, WHITE PLAINS, NEW YORK CONTACT: R. A. DURK, 201 MAIN STREET, WHITE PLAINS, NEW YORK.		
Tuesday Sept. 25- Nov. 27	FALL LECTURE SERIES HF. The Home Fashions League annual Fall Lecture Series will be held every Tuesday night at the Community Church Center at the above address. Ten panel discussions designed to appeal to all fields of home furnishings will be conducted by a group of distinguished speakers. Price of course; \$17.50, or \$2 for a single lecture. Special price to members, \$15. Contact: Josephine Brush, Home Fashions League, Inc., MU. 7-8122.	HOME FASHIONS LEAGUE	40 EAST 35TH ST.
Sept. 29- Oct. 7	M. DANBURY FAIR, DANBURY FAIRGROUNDS, DANBURY, CONNECTICUT. CONTACT: JOHN W. LEAHY, GEN MGR., 130 WHITE STREET, DANBURY, CONN.		
Sept. 30- Oct. 4	F. SHOW OF HOSPITALITY & FINE FOODS, MUNICIPAL AUDITORIUM, KANSAS CITY, MO. CONTACT: KEITH R. KEELEY, 210 WEST 8TH ST., RM 601, KANSAS CITY, MISSOURI.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 1-2	ROSH HASHONAH (JEWISH HOLIDAY).		
Oct. 1-	<u>HF.</u> LANCASTER ANTIQUES EXPOSITION, LANCASTER, PENNSYLVANIA.		
Oct. 4	CONTACT: MRS. MABEL RENNER, 483 W. MARKET STREET, YORK, PENNSYLVANIA.		
Oct. 3-	<u>F.</u> NEW ENGLAND FOODS EXPOSITION, BOSTON GARDENS, BOSTON, MASS.		
Oct. 8	CONTACT: FRANK DUBINSKY, MGR., 71 SHARON STREET, HARTFORD, CONN.		
Oct. 4-	<u>M.</u> INTERNATIONAL PACKAGING EXHIBITION, PARIS, FRANCE.		
Oct. 14	CONTACT: DIRECTOR GENERAL, 40 RUE DU COLISEE, PARIS, FRANCE.		
Oct. 6-	<u>F.</u> GENERAL EXHIBITION FOR FOOD VICTUALS & PROVISIONS, COLOGNE, GERMANY.		
Oct. 14	CONTACT: MESSE-UND-AUSTELLUNGS, GES. M.8.H. KOLN, GERMANY.		
Oct. 6-	<u>F.</u> FOOD & HOUSEKEEPING EXHIBIT, GR. PALAIS DU CENTENAIRE, BRUSSELS, BELGIUM		
Oct. 21	CONTACT: SALON DEL'ALEMENTATION, 10 PLACE DE BOUCKERE, BRUSSELS, BELGIUM.		
Sunday	AMERICAN GLASSWARE	MACHINE TABLE & KITCHEN	SANDWICH, MASS.
Oct. 7-	JUBILEE	DIV., AM. GLASS ASSN.	AND COUNTRYWIDE
Oct. 13	<u>HF.</u> The opening of this week devoted to the promotion of glassware sales under the theme, "Glassware for Gracious Living", will be held in Sandwich, Mass. on the site of the Boston & Sandwich Glass Company Factory where the mechanization of glassmaking was launched 125 years ago. The eight participating companies are tying the Jubilee into all their advertising, and merchandising aids for retailers are available without charge from American Glassware Jubilee Committee, Room 1508, 247 Park Avenue, New York 17, N.Y. Publicity: Steve Hannagan, PL. 5-2900.		
Oct. 7-13	<u>F.</u> CRANBERRY WEEK.		
Oct. 10	YOM KIPPUR (JEWISH HOLIDAY).		
Oct. 10-	<u>HF.</u> SOC. PLASTICS IND., NEW ENGLAND SEC. MTNG., EQUINOX HOUSE, MANCHESTER, VT.		
Oct. 11	CONTACT: LANGDON P. WILLIAMS, PR DIR., 67 WEST 44 STREET, NEW YORK 18.		
Oct. 12	COLUMBUS DAY.		
Oct. 13-	<u>F.</u> NATIONAL WINE WEEK.		
Oct. 20	SPONSOR: WINE INST. & WINE ADVISORY BD., 717 MARKET ST., SAN FRANCISCO.		
Oct. 15	SUCCOTH (JEWISH HOLIDAY).		
Oct. 15-	<u>HF.</u> NORRISTOWN ANTIQUE SHOW, CITY HALL AUDITORIUM, NORRISTOWN, PENNA.		
Oct. 18	CONTACT: DORA E. SEELEY, MGR., AMBLER, PENNSYLVANIA.		
Oct. 15-	<u>HF.</u> NEW YORK ANTIQUES FAIR, 71ST REG. ARMORY, NEW YORK, N. Y.		
Oct. 20	CONTACT: C. J. NUTTALL, 660 MADISON AVENUE, NEW YORK 21, N. Y.		

#### MUSEUM, GALLERY & GARDEN NEWS

Thursday	STONELAIN EXHIBIT	ASSOC. AM. ARTISTS GALL. 711 FIFTH AVENUE
Aug. 23	<u>HF.</u> An exhibit of new Stonelain pieces designed and signed by leading American artists will open. Contact: Sally Furman, PL. 5-0711.	
Going on		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY &amp; GARDEN NEWS (Continued)</u>			
Monday Sept. 10 Going on	PRESS PREVIEW HF. An exhibition of textiles used in the restoration of pre-revolutionary homes will be shown to the press on this date and open to the public on Sept. 11. The textiles embrace printed chintzes and matelasses featuring late Jacobean patterns. Plain weaves such as dimity, moreen and textiles simulating hand-loomed textures homespun are also on display. Contact: John Kent Tilton, Curator, PL. 9-2070.	SCALAMANDRE MUSEUM	20 WEST 55TH STREET
Tuesday Sept. 18- Sept. 19	DAHLIA SHOW G. The annual Dahlia show of this organization will be held in the Colonnades Ballroom on these days. Contact: R. B. Farnham, PL. 7-0915.	HORTICULTURAL SOC. OF N.Y.	ESSEX HOUSE
Friday Sept. 21	ART EXHIBIT HF. An exhibition of the prints and drawings of Toulouse-Lautrec will open on this date. Closing date is indefinite. Hours: weekdays 10 A.M. to 5 P.M.; until 9 P.M. Wednesdays; Sundays, 1 to 5 P.M. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUS. OF ART.	82ND ST. & 5TH AVE.
Monday Sept. 24	NEW CERAMIC WORKSHOP M. On this date the fall term opens at the Museum including a new ceramic workshop of fifteen classes in the making of pottery and ceramic sculpture. Other courses offered cover 61 classes in Painting, Life Drawing, Sculpture, Etching, Woodblock cutting and commercial arts. Registrations now being accepted in person and by mail. Contact: NEvins 8-4472.	BROOKLYN MUSEUM ART SCHOOL	EASTERN PARKWAY BROOKLYN, N. Y.
Monday Sept. 24	NEW PEOPLE'S ART CENTER M. On this date a new People's Art Center will open with classes for children and adults including a Fathers and Sons woodworking class as well as courses in all creative media. Registration now on, closes Sept. 14. Catalog sent upon request. Contact: Dept. of Education, Museum of Modern Art.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Wednesday Sept. 26- Nov. 1	BOTANICAL COURSES G. Two courses of special interest are being offered. The first, commencing September 26 and continuing for 8 consecutive Wednesdays is "Landscaping the Home Grounds," conducted by Arthur F. Murphy. The second, "Flower Arrangement", begins Thursday, October 11 and continues on Thursdays until November 1. It is conducted by Mrs. William Stickles. Contact: Dorothy E. Hansell, LU. 4-8500.	N.Y. BOTANICAL GARDEN	BRONX PARK, N.Y.

#### EDITORIAL REQUIREMENTS

For Argosy, 205 East 42nd Street, New York 17, N.Y.  
(As reported by Publicity Record)

In its "Stop to Shop" section, new and novel things, gadgets and gifts, mail order only are desired. Send complete description and specifications, outlet, price postpaid, and send sample which will be returned, since magazine does its own photography. Address Mrs. Virginia Van Zandt, Ed.



DATE

WHAT'S GOING ON

GIVEN BY

WHERE

EDITORIAL REQUIREMENTS (Continued)

For New Orleans Item, 722 Union Street, New Orleans, La.

This newspaper is planning a special home furnishings section for fall publication and would like to receive material not later than Sept. 21. Modern and period furniture, and furniture for outdoor and porch use are especially desired. Address George Chaplin, Editor.

For The St. Louis Globe-Democrat, 1133 Franklin Ave., St. Louis, Mo.

This paper is scheduling a special 25-page section for Home Fashion Time, Sept. 20-29. They are anxious to obtain as much information and photographic material as possible. Will use general trend stories as well as information concerning merchandise available in local stores. Address Mildred Planthold, Woman's Page Editor.

For The Courier-Journal, Louisville 2, Kentucky

This newspaper plans to issue its autumn Home Improvement Section the first of October and would appreciate receiving publicity releases and glossy prints suitable for use in it. Address Helen Leopold, Prom. Dept.

PERSONNEL CHANGES AND ADDITIONS

McFadden Publications, 22 East 40 Street, New York 16, N. Y.

Helen Budd and Frances Shaver are no longer attached to the staff. Norma Bade is now food editor and assistant to Esther Foley.

Mademoiselle, 575 Madison Avenue, New York 22, N. Y.

Margaret de Mille, merchandise director of this magazine, will leave it on August 23 to become fashion director of Bloomingdale's. No one has as yet been chosen to replace her.

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HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishings and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay \$25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

\* \* \* \* \*

One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

\* \* \* \* \*

Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.



# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor  
Zelda K. Schiller, Circulation Manager  
Hilda Kassell, Promotion Director

Alice Kline, Food Editor

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